

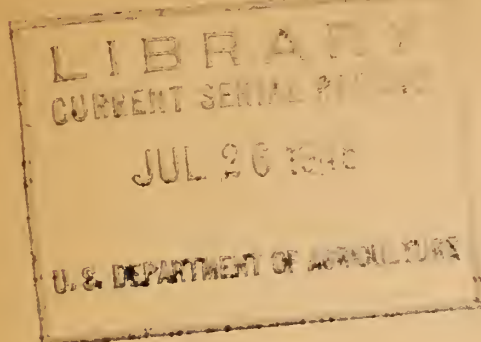
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WAR FOOD ADMINISTRATION  
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150 Broadway, New York City 7



"THE AGRICULTURAL FRONT"

(For Immediate Broadcast)

August....1944

August on the Agricultural Front brings the top of the summer heat.... and the up-to-date news about eggs, milk, turkeys, and other items of special interest to you.

Let's begin with a summary of the current egg situation. C. W. Kitchen, Deputy Director of the War Food Administration's Office of Distribution, reports that egg production for the first half of 1944 almost equalled the average annual production of the pre-war years 1935-39. Judging from the prices of a year ago, the nation consumed 59 and one-half billion eggs. However, the over 61 billion produced this year have proved to be too many. Requirements for both eggs and poultry for the next twelve months are just about the same as in the last year. And, in this connection, we'd like to offer a word of caution to poultrymen. Don't count too heavily upon the extensive use of eggs to supply the food requirements of the liberated peoples. There's no indication right now that such demands will make it necessary for the poultry industry to increase production appreciably. The records show that producers are being more conservative. The number of chicks produced by commercial hatcheries during June was the lightest in five years. In fact, it showed a drop of 65 percent from last year's production.



And here's another important point to keep in mind. Right now, is a good time to cull out the low-producing hens. I know this is a very busy time for all of you...but the fact remains that culling the unproductive birds makes your feed go farther, and may help you to realize more profit from your flock. The War Food Administration wishes producers to understand that the shell eggs bought this year for price support purposes will not be dumped on the domestic market.

We have bought about 10,500 carloads of eggs since January...and about 3500 cars have been disposed of through school lunch, hospitals and other institutional users. The majority have gone to jobbers and freezers.

Still on the egg situation, here's a word to the wise. Egg producers and packers are urged to place their orders for wooden and fiber egg cases with the manufacturers immediately. Your order must be placed no later than August 10th, if you expect delivery of the cases during October, November, and December. I'll repeat that deadline for placing your order...August 10th. If you order your cases right now, manufacturers will probably be able to supply most of the demand in the coming year...and you will be reducing the probability of dealers and handlers having to use corrugated fiber cases...or worse still, not being able to get any cases at all.

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On to the prospective milk supplies for August. We're now at the time of year when milk production declines seasonally. Civilians will be able to buy about the same amounts of milk, chocolate milk, buttermilk and cottage cheese as they did during July. However, there will be less





cream for civilians, because of the short supply of butter fat. The reduction in cream quotas is necessary in order to increase butter supplies. Butter production during the first five months of this year was 80 million pounds below what it had been during the first five months of last year. As a result, the ration points on butter have been raised again to 16 points per pound. Another result of the seasonal decline in milk production is that the bonus we've enjoyed in the way of more ice cream is at an end. The amount of milk solids which manufacturers may use to make ice cream and other frozen dairy foods will again be down to 65 percent of the base period...that is, June of last year. And the maximum milk solids content which determines the richness of ice cream will be lowered to the original ceiling of 22 percent. The restrictions, like the restrictions on cream, will be necessary to conserve milk and butter fat for use in making butter, powdered milk, and other important war foods.

You may recall that the milk conservation program was inaugurated last fall. At that time, it became obvious that the increase in consumption of fluid milk at home would seriously reduce the amount of milk going into cheese, butter, and other important by-products needed to meet essential military and home front requirements. In order to avoid rationing of milk, fluid milk sales were stabilized at the level of June, 1943...which had been a record month for civilian milk purchases. So far, the program has been successful.

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And here's some news of special interest to turkey producers. Under a War Food Order, ceiling prices on live and dressed birds have been





moved up to hasten the procurement of turkeys for the American Armed Forces and war services. Ceilings on live turkeys will be one cent a pound higher until October 1st. For dressed birds, the ceiling will be two cents higher. During October the prices will rise one-half cent on live birds, and one cent on dressed birds above the pre-October rises. These prices will be in effect only as long as the Turkey Procurement program lasts, and in no event will they apply after October 31st.

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War Food Administration officials are emphasizing the importance of ordering fertilizer early, and accepting deliveries early. There is a limit to the amount of fertilizer manufacturers can produce and deliver during the rush period from January to June. That means that in spite of the large supplies of fertilizer materials, they can't deliver as much as is needed unless larger amounts than ever before are moved to farms by the end of December. However, if orders are placed early, and farmers will accept early delivery on their fertilizer, there will be a record amount available this year. Authorities say that it's thoroughly practicable to store fertilizer from fall until spring wherever dry space is available, so that early deliveries won't mean a waste of this valuable material. Remember to order and accept deliveries early...and provide the nation's farmers with a million tons more of fertilizer than last year.

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Here's another piece of good news about fertilizer prospects. Increased potash supplies this year should make it possible for fertilizer manufacturers to turn out a product with a higher potash content than in the past few war years, according to the War Food Administration. And



the increased amounts of potash will make no difference in the price of fertilizer. Fertilizer prices in general have been controlled at low levels in comparison with World War I, and they're expected to continue at present levels.

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And now two small items which should be of value to you: First, the War Food Administration reminds fruit producers that the sale of certain designated fruits for the manufacture of alcoholic products is restricted. For complete information on which fruits may be used for the manufacture of these products consult the nearest District Representative of the War Food Administration.

My second item is the up-to-the-minute news on an Office of Price Administration's Order granting an increase in the price of potatoes. The prices are increased by 90 cents per hundredweight above August ceilings for all of the New England States, New York, New Jersey, Pennsylvania, Delaware, Maryland and West Virginia, in the Northeast Region. The order also applies a 30 cent discount for all potatoes grading below U.S. Commercial, including U.S. No. 2 grade, and U.S. Number 1, Size B. The Order becomes effective on August 1st, and these higher prices will not apply after August.

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That brings us up to date on the news for August. Before I leave, I'd like to bring an important fact to your attention...that is, that every year farm accidents are responsible for 20,000 deaths. More than 2 million farm people are injured every year, and the cost of those injuries totals about a billion dollars. I believe that if all of us



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will take the attitude that accidents can happen to us and that we...  
not just the other fellow...could be seriously hurt or even killed...  
we'd have fewer careless accidents and deaths on farms. Let's stay  
on the job by taking a little time for caution...and above all, re-  
member, you can get hurt just the same as the other fellow.

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